

# HELP!

**I'm a health coach**  
but I can't grow my business



*Rescue Guide*



# Help, I'm a Health Coach, But I Can't Grow My Business:

## *Rescue Guide*

If you've ever whispered that sentence while staring at your calendar, watching another week go by without enough consults, while your brain tries to convince you that the answer is "post more" or "learn more" or "fix yourself," then let me meet you right where you are. This problem is not a character flaw and it is not proof you're "bad at business." What you're experiencing is what happens when someone gets professionally trained to coach human beings, **but never gets properly trained to package transformation in a way the marketplace can recognize, trust, and commit to without hesitation.**

Most health coaches don't struggle because they lack knowledge, and they don't struggle because they're lazy, inconsistent, or unmotivated. If you can finish a certification program and still care enough to keep trying, you already have discipline and you already have heart. The real issue is that the industry has trained you to become excellent at giving information, while the market only pays consistently for outcomes, leadership, and a structured path that feels like certainty to the client.

# What You'll Gain From This *Rescue Guide*

I want you to read these benefits slowly enough that your nervous system actually believes they are possible for you, because "knowing" something intellectually while still operating as if it's not possible is how coaches stay stuck for years. I have worked with thousands of coaches through my HMI Wellness® school, and one thing is for certain: the coaches making 6 and 7 figure incomes, their education at HMI brings their clients results, fast. And, they have solid world class business training that they learned directly from me - a former Wall Street lawyer and CEO of several multi-million dollar businesses that I built online from the ground up while homeschooling my kids over the past 14 years.

## 1 Sound Like a Practitioner

Stop sounding like a helpful educational account and start sounding like someone with a clear result, a clear method, and a clear offer that people can instantly understand.

## 2 Generate Consults Weekly

Learn to bring in conversations without living on social media. Your business shouldn't require you to audition for attention every day just to deserve stability.

## 3 Sell With a Grounded Spine

Use a human voice so the idea of "closing" stops feeling like performance and starts feeling like leadership. Almost everyone today is using Chatgpt to create their content, and they all sound the same. That's GREAT news. Our coaches calendars have been busier than ever because they speak with authority (protocols that work) AND they are authentic.

## 4 Scale With Integrity

Build your bridge from one-to-one into group or scalable offers without losing quality, because scaling isn't about becoming less personal—it's about becoming more structured.

# Why This Guide Is Different

1

## You Made a Smart Decision

If you bought this, you made a smart choice. Most coaching resources give you either motivational fluff that evaporates after one good shower, or complicated funnels that assume you want to become a full-time internet marketer.

2

This guide is for the coach who wants a professional practice, a steady pipeline, and a reputation for results—while keeping your dignity and your time intact.

You're about to learn a system that transforms you from "information provider" to "transformation leader," and shifts your marketing from "being impressive" to "being buyable."



## My Story: From Freebie to Fully Paid

When I started, I came from a world where effort, competence, and credentials were the language of legitimacy.

So I built content that was deeply educational, I wrote posts that practically turned into mini textbooks because I wanted to demonstrate to this new world online that the depth of my knowledge was beyond anything out there in the world of nutrition.

After months of doing nothing but posting deeply researched content, and engaging with my audience, I created a powerful 30 page 3 day detox (this was 2012, and people still download and use it today, 14 years later). Designing something SO powerful, where THOUSANDS of people had immediate radical benefits was the launch pad I needed.

The moment that changed everything was when I closed that 3 day detox group on Facebook, and opened up a new group for my PAID program that I had created, which was a 66 Day Health Mastery Program (helping people get to the root of their issues with food, weight, hormones, etc...)

The leap from free to paying customers was immediate and powerful - my first launch was a 6 figure launch, and the rest is history. I have continued to have a growing thriving business, created HMI Wellness<sup>®</sup>, Quantum Mind Body Therapy<sup>®</sup> School and then created the Relaxed Millionaire<sup>™</sup> business programs. Today? I have a 5 star rated app, a three membership communities in the app, students all over the world in over 90 countries, and the best part? As of February 2026, I haven't done a single ad.



# The Turning Point That Changed Everything

Most "new" people online try to steer you away from deeply educational content. Those people have to rely on very expensive ad budgets, just to reach new customers. That's a numbers game, it's competitive and the market is crowded with people all sounding the same with their Chatgpt generated sound bytes.

*People don't buy your knowledge—they buy the organized pathway that turns their life into a different reality.*

I built my business entirely on legitimacy, education, and knowledge that far surpasses anyone in the industry, which is why at HMI we have licensed physicians, professional athletes, registered dietitians, pharmacists, and many more highly educated people go through our certification program. It is also why we have a very large number of students who previously attended nutrition schools like IIN and others. They realize that what they learned, what they can convey to the public and to their clients, is not deep enough to have the type of impact and transformation people pay for.

The key to thriving business without stress, anxiety, and huge ad budgets, is to show the world what you know, and how you do your work, and how you are NOT like the sea of other coaches out there. You don't give them the transformational tools in the content, you provide that inside your paid work. Clients will be flocking to you to purchase **a clear organized pathway that turns their life into a different reality.** When you package your work as a method, when you define the before and after in a way that is specific, when you price and sell from structure rather than from insecurity, and when you install a consult engine that doesn't rely on daily posting, your business, and your success, becomes predictable.

# Your Seven-Step Rescue Process

Here's the step-by-step process you're going to learn in this Rescue Guide.

1

## Choose a Specific Transformation

Not a broad topic, because topics attract browsers and transformations attract buyers.

2

## Package One Primary Offer

Make it simple, clear, and easy to say out loud without turning into a TED talk.

3

## Name and Structure Your Method

Stop sounding like tips and start sounding like a pathway, because pathways create trust.

4

## Set a Value-Based Price

Match the value of the outcome, not the number of hours you spend on Zoom, in a way that feels ethical and professional.

5

## Build a Consult Engine

Bring in weekly conversations through partnerships, referrals, workshops, and targeted outreach—no longer chained to social media.

6

## Master the Consult Conversation

Use assessment-first and leadership-forward approaches, so it converts without you performing, over-coaching, or chasing.

7

## Bridge to Group Offers

Pilot a cohort based on your method, so you can grow without burning out.

# Myths About Value and Audience

1

## Myth #1: "If I'm Good Enough, Clients Will Find Me"

This sounds noble and feels comforting because it implies the world is a meritocracy. The market doesn't work like that. Clients don't buy "good," they buy "clear." They don't buy "potential," they buy "certainty." A coach can be extraordinary and still be overlooked when their message is vague, their offer is confusing, and their sales process is accidental.

2

## Myth #2: "I Need a Bigger Audience Before I Can Make Real Money"

A larger audience can help, but most coaches don't have an audience problem—**they have a conversion path problem**. Ten aligned people who trust a clear offer can create more revenue than ten thousand passive followers who admire your posts but don't know what to do next.

3

## Myth #3: "More Value Will Convert More Clients"

Value does convert, but only when it's connected to an invitation that is specific, timely, and easy to accept. Educational content **without a clear container** often trains your audience to treat you like a free resource library. If your content is mostly tips and explanations, you might be building trust while simultaneously building a culture of consumption rather than commitment.

# Myths About Selling and Uniqueness

## Myth #4: "Selling Is Manipulative"

Selling becomes manipulative when someone is unclear about what they offer, insecure about its value, and trying to force a yes to soothe their own anxiety. **Selling becomes service when you're precise about the problem you solve, honest about who you can help, and willing to guide someone toward a decision that supports their life.** A strong sales conversation is not a pressure tactic—it's a clarity experience, and clarity is a form of care.

## Myth #5: "My Offer Has to Be Wildly Unique"

This myth causes coaches to endlessly reinvent themselves because they think the market is bored and hungry for novelty. **The market isn't bored—the market is overwhelmed.** Overwhelmed people don't want novelty, they want relief. Your offer doesn't need to be unprecedented, it needs to be **specific, structured, and believable.** The coach who wins is not the weirdest, but the clearest.



## Myths About Credentials and Pricing

### Myth #6: "I Need More Certifications Before I Can Charge Premium Prices"

Credentials can help with confidence and credibility, but **they're not the determining factor in pricing**. Clients aren't buying your transcript, they're buying the result you can lead them to. In fact, in all my years of coaching, **not ONE SINGLE client ever asked me where I went to school to become a nutritionist**. They were blown away by the radical results they got when working with me. That's what all clients care about at the end of the day. Many highly credentialed coaches undercharge because they never learn to package outcomes, and many less credentialed coaches charge more because they have a clear method, a clear promise, and a clear buyer journey.

### Myth #7: "I Should Start Low-Priced to Get Experience"

Low pricing often attracts low commitment, and low commitment creates inconsistent results, and inconsistent results create shaky confidence, and shaky confidence makes selling harder—which traps you in a loop where you never feel ready to raise.

Experience is gained through repetition with committed clients in a structured container, and commitment is easier to create when the price requires it.

The market rewards positioning and outcomes more than it rewards academic background.

# What the Industry Gets Wrong

Many coaching schools unconsciously teach you to behave like a "helpful educator," providing tips and templates that feel safe, and generic, and don't challenge the status quo. Meanwhile, the business advice you get online often assumes you want to be a "content creator" and "influencer" rather than a 6 or 7 figure Booked & Paid coach.

Both of those models miss the simplest truth: a professional practice grows through a repeatable conversion system that matches the way real humans decide.

Humans don't commit because you posted more—they commit because you helped them see a clear path and a clear reason to start now. **The simple process in this Rescue Guide is the answer because it shifts you from "information provider" to "transformation leader,"** and it shifts your marketing from "being impressive" to "being buyable."



# Step 1: Choose a Transformation, Not a Topic

If you're stuck, you probably have a broad identity like "health coach" or "holistic coach," and you might even have a niche like "women's health" or "stress," but you don't have a sharp transformation that can be bought like a product. A transformation has a clear before, a clear after, and a clear cost of inaction.

1

## Topic: Broad & General

"Gut health"

A topic is often too vague for a client to recognize their specific problem or imagine a solution.

2

## Transformation: Specific & Evocative

"I help women who bloat after every meal and feel swollen by evening reduce digestive distress and regain steady energy in eight weeks, so they can stop living in food anxiety and start feeling normal in their body again."

This statement carries an emotional promise, a timeline, and a lived experience, which makes it easier for a buyer to recognize themselves and decide.

If you are still unsure of an area to focus on, a great place to start is to identify what people already pay for. Difficult expensive problems often include:

Energy levels	Weight management	Cravings	Sleep quality
Stress reduction	Digestion issues	Hormonal balance	Autoimmune patterns
Blood sugar instability		Inability to maintain habits	

### Action Exercise

Write three transformation statements, then pick one for the next 90 days. Use this structure: "I help (specific person) go from (painful before) to (clear after) in (timeframe) using (method)."

## Step 2: Build One Primary Offer

Most certified coaches unintentionally create an offer menu because they want to meet everyone where they are, and they end up with a confusing list of options: one session, a bundle, a "VIP day," a monthly package, a custom plan, and sometimes a group idea they never launch. A menu creates hesitation, and hesitation kills momentum.

Instead, build one primary offer that is your signature container, and make it the default path. Your offer should answer these questions so clearly that a stranger could explain it to their friend after reading one paragraph: **who it's for, what outcome it produces, how long it lasts, what's included, and what makes it different.**



### Perfect Timeframe

An eight to twelve week program is long enough to create meaningful change and short enough to feel attainable. Include weekly calls, a simple check-in system, and resources that support your method.



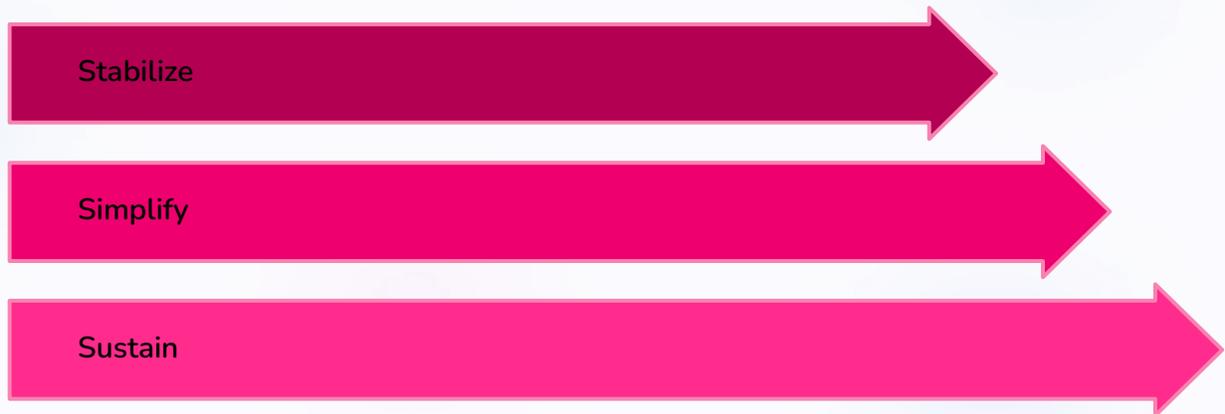
### Simple Tech Stack

Use Calendly for scheduling, Stripe for payments, Zoom for calls, and Google Drive for resources. The goal isn't to build a digital empire on day one—the goal is to get paid consistently while you refine your message and method.

## Step 3: Turn Advice Into a Named Method

When you teach, you can wander and adapt, because the classroom model rewards knowledge and flexibility. When you sell, you need a path, because buyers are paying for direction and certainty. A named method creates that certainty because it shows people you're not guessing—you're leading them through a sequence that works.

Your method can be three steps, five steps, or even four phases, but it should be simple enough to remember and specific enough to feel real. For example, instead of saying "We'll work on nutrition, mindset, and habits," you might say: "We start by stabilizing your biology, then we simplify your nutrition into an easy repeatable structure, then we install sustainable rhythms so the change holds even when life gets stressful."



When you name it, choose words your client would naturally use, because naming isn't about sounding brilliant, it's about sounding clear and easy to understand.

# Step 4: Price for the Outcome, Not the Minutes

A common trap for certified coaches is to price based on anxiety, which sounds like "What would someone pay me without laughing" or "What feels safe for me to say out loud." That approach creates pricing that doesn't match the value of your work, and it often attracts clients who don't commit fully, because commitment is partly generated by what people invest.

Pricing becomes easier when you anchor it to three things: the intensity of the outcome, the structure of the container, and the cost of inaction. If your program helps someone reduce chronic symptoms that have been draining their energy for years, the value isn't measured in hours—it's measured in life regained.

## Action Exercise

Write the "value case" for your offer in a single paragraph. Include what changes, what stops happening, what becomes possible, and what it costs them to stay stuck.

Offer pricing can include a pay-in-full option and a payment plan, because your goal is to make the decision accessible while still requiring meaningful commitment.

You can also increase perceived stability by clearly outlining what's included, what boundaries exist, and what the client can expect week to week, because ambiguity makes people hesitate.

# Step 5: Build a Consult Engine Without Daily Social Media

If you want weekly consults without living on social media, you need a pipeline built on intentional outreach and borrowed trust, rather than algorithm luck. The fastest consult engines for health coaches are partnerships, workshops, referrals, and professional networks, because these channels contain people who already trust someone adjacent to you.



## Engine A: Partnerships

Find professionals who already serve your ideal clients—therapists, chiropractors, physical therapists, Pilates studios, boutique gyms, yoga studios, functional medicine clinics. Offer a free workshop, private Q&A, or limited clarity consults for their clients.



## Engine B: Workshops

Create targeted relief experiences on painfully specific topics like "Fix Your Afternoon Crash," "Sleep Reset for Busy Professionals," or "Stress Eating Repatterning." At the end, invite attendees to book a consult.



## Engine C: Professional Networks

LinkedIn is full of people who want to invest in their performance, energy, and wellbeing. Post twice per week with a story and framework, and send kind, direct messages to relevant connections.



## Engine D: Referrals as a System

After a client experiences a tangible win, ask a structured referral question and give them the exact message to forward. Make it easy and socially safe.

# Step 6: Master the Consult Conversation

Many coaches sabotage consult conversions by trying to prove their value through over-coaching, which creates two problems: the client feels like they already got what they needed, and you set the expectation that access to you is free. A consult should provide clarity, but it shouldn't fully solve the problem, because the problem isn't "lack of information"—it's lack of sustained implementation in a structured container.

1

## Understand Current Situation

Listen deeply to where they are right now and what they've already tried.

2

## Name the Pattern

Identify what keeps them stuck—the loop they can't see on their own.

3

## Clarify Cost of Inaction

Help them see what it costs to stay where they are.

4

## Identify Desired Outcome

Get crystal clear on where they want to be.

5

## Present Your Program

Show how your method addresses the gap and invite a decision with calm directness.

Allow silence to do its job, because silence is often where the truth emerges. Tools that support consistent consults include an intake form that screens for fit (Google Form or Typeform), and a follow-up email that summarizes what they said they wanted, what wasn't working, and how your program supports that shift.

# Step 7: Bridge to Group and Scalable Offers

Scaling doesn't begin with a massive course—it begins with a pilot cohort. Once you've run your method with enough one-to-one clients to see patterns, you create a small group program where you deliver the same method with weekly calls, shared accountability, and a structured curriculum.



## The Group Advantage

The advantage of group isn't just income—it's also leverage. You can support more people while strengthening your method, and you can create a stronger proof base as clients move through together.

Start small, keep it tight, and refine with feedback. In the beginning, Zoom, a simple shared folder, and a private community space are enough. Platforms can come later.

# Maintenance: Overcoming the Six Most Common Roadblocks

Once you start implementing this system, the most predictable challenge isn't tactics—it's the emotional friction that appears when you move from "helpful educator" to "leader," because leadership requires you to be seen clearly, and being seen clearly can trigger old fears about judgment, rejection, and responsibility.

1

## The Endless Niche Spiral

If you keep changing your niche, your audience never gets the chance to associate you with a result. Treat your niche like a 90-day experiment—commit long enough to learn what works, then refine based on your results, not your emotions.

2

## The Offer Tweak Addiction

When you feel insecure, you try to improve the offer instead of selling it. Only revise your offer after ten sales conversations, because conversations give you data and data gives you direction.

3

## The Fear of "Being Salesy"

This fear usually comes from unclear boundaries and unclear fit. When your offer has clear boundaries, and when you're honest about who you help, selling becomes alignment rather than persuasion.

4

## The Consistency Crash

Many coaches operate from bursts of motivation, which creates inconsistent outreach, consults, and income. Maintenance requires a simple weekly rhythm that's intentionally boring, because boring systems are the ones you can keep.



### Tech Overwhelm

Tech can become a hiding place. Keep the tech minimal until your offer is selling, because a simple system that generates consults is better than an elaborate funnel that never converts.



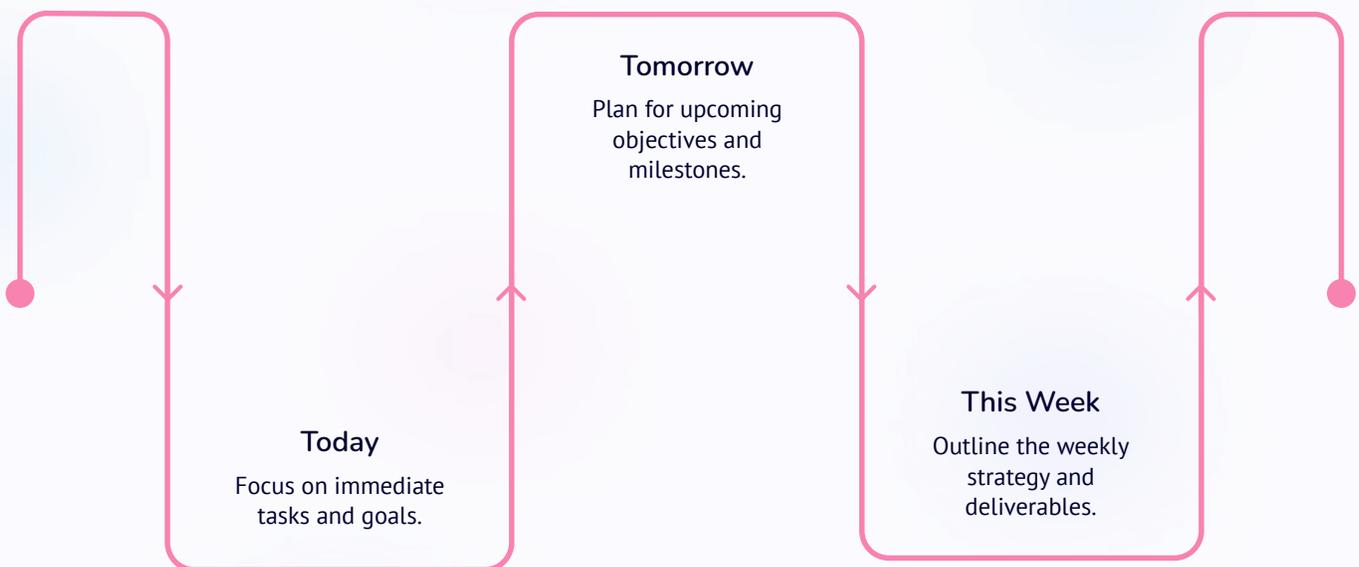
### Closing Inconsistency

If consults are happening but conversions aren't, you're not clarifying the cost of inaction, not presenting a clear path, or leaving the decision vague. Use a consult framework every time to protect yourself from emotional improvisation.

# Your Next Steps: From Insight to Action

You don't need to become a different person to grow your coaching business, and you don't need to turn your life into a nonstop content production studio to deserve consistent income. What you need is to stop building your business around advice and start building it around transformation, because transformation is what people commit to when they're tired of living in the same loop.

You've learned how to **choose a specific outcome that a buyer can recognize and desire**, how to package that outcome into one primary offer that feels like a single doorway, how to turn your coaching into a named method so it stops sounding like tips and starts sounding like a pathway, **how to price from value and structure** rather than from insecurity, how to build consult engines through partnerships, workshops, referrals, and professional networks, how to run consults as assessments and decisions rather than free coaching sessions, and how to bridge from one-to-one into group and scalable offers.



Now the only thing left is execution, and execution becomes easier when you choose a single next action rather than trying to implement everything at once. If you want a simple starting point that creates momentum, write your transformation statement today, draft your one-offer overview tomorrow, and then choose two consult engines to implement this week. **You're not asking for too much when you want a steady pipeline, a stable income, and a business that feels secure and not dysregulating.**

# Join the HMI Community

Ready to stop “trying harder” and start getting paid like a professional?

If you're feeling the pull to actually build a real practice, not just collect more information, you can take the best next step right now.

Listen to the free HMI Webinar on how to become a **Health Coach, Life Coach, or Dual Certified Master Practitioner**, and see exactly how our training is designed to turn you into a coach who can create real results and confidently charge for them.

And if you're already certified and your issue isn't coaching skill, it's **clients and cashflow**, join our **Booked & Paid® Business Club** for life and health coaches inside the **Liana Life App**, where we help you install the systems that get you consults, sales, and consistency without living on social media.

Everything is waiting for you at [www.hmiwellness.com](http://www.hmiwellness.com).

